ABSTRACT OF THE DISCLOSURE

An identification system distinguishes among a set of individual containers. The identification system has an identifier member associated with each of the containers in the set for facilitating visual discrimination of each of the containers from the others of the set. The identifier member of each container in the set has distinct and visibly different printed identifying indicia positioned over a surface portion of the container, and an opaque covering material covering the printed identifying indicia. The opaque covering material is removable to selectively expose a preselected one of the printed identifying indicia so that during consumption of the contents of the container a user may readily distinguish his container from the other containers in the set by visual inspection of the exposed printed identifying indicia.